

FOR IMMEDIATE RELEASE

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Women's Entrepreneurship Day Focuses on Helping Small Business Owners Succeed

GLENDALE, Ariz. – Arizona is a hot spot for women business owners.

Just look at the facts:

- According to the Center for Women's Business Research, more than half of the privately-held businesses in Arizona are considered women-owned or equally women- and men-owned firms. (219,894 firms)
- Between 1997 and 2004, the Center estimates that the number of this type of ownership in the Grand Canyon state grew by 30.5 percent, employment grew by 48.7 percent and sales increased by 78.9 percent.
- Arizona ranks second among the 50 states and Washington, D.C. for average overall growth of 50 percent or more women-owned firms.

To encourage more women to start a business or help others grow their current businesses, Glendale Main Library, 5959 W. Brown St., is holding Women's Entrepreneurship Day from 8:30 a.m.-3 p.m. on Saturday, July 15. Twelve different seminars and daylong one-on-one counseling sessions will be on tap at the free event. Small business owners will pick up valuable information, plus make contacts with agencies that assist small business and meet other entrepreneurs.

The library is partnering with the U.S. Small Business Administration (SBA), Maricopa Community Colleges Small Business Development Center (SBDC), SCORE, Self-Employment Loan Fund (SELF), the Glendale Chamber of Commerce and the U.S. Women's Chamber of Commerce (USWCC) for the project.

The day's schedule includes:

- 8:30-9:00 a.m. – Coffee and treat, provided by Johnny Carino's Italian Restaurant, and informal networking

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**Glendale Public Library
Main Library
5959 W. Brown St.
Glendale, AZ 85302
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www.glendaleaz.com/library**

- 9-9:15 a.m. – Welcome and Recognition (in auditorium) by event coordinators Kathy Hamel and Diane Nevill, both with Glendale Main Library
- 9:15 a.m.-3:00 p.m. – One-on-one small business counseling in the small meeting room. Sign up at the event for this service, which is provided by SBA, SBDC and SCORE.

During the rest of the day, simultaneous programming will be occurring in the auditorium and the large meeting room. Attendees will choose between dual offerings.

- 9:15-9:45 (Auditorium) “How Women Lead” with Linda Herold, President of Herold Enterprises
- 9:15-9:45 (Large meeting room) “Certification – Do You Need It? How to Get It?” with Laura Plimpton, SCORE
- 10-10:45 a.m. (Auditorium) “Inspirational Speaker Eileen Proctor” with the owner of It’s a Ruff Life doggy daycare business.
- 10-10:45 a.m. (Large meeting room) “Policy and How It Affects Your Business” with Margot Dorfman, CEO of the U.S. Women’s Chamber of Commerce
- 11-11:45 a.m. (Auditorium) “Your Small Business and the Media” with facilitator Julia-Isabel Davenport of Maximize Your Publicity. The panel includes Carolyn Dryer, “Glendale Star;” Claire Bush, “Arizona Republic;” Sherry Anne Rubiano, “Arizona Republic;” Randi Weinstein, “The Business Journal;” and Helen Gibson, a producer/filmmaker and account executive with AZ-TV and KKNT/KPXQ.
- 11-11:45 a.m. (Large meeting room) “Access to Capital” with representatives from the SBA and SELF
- 12-12:45 p.m. (Auditorium) “Expanding Your Business Through Procurement Opportunities” with Margot Dorfman of the USWCC
- 12-12:45 p.m. (Large meeting room) “Understanding the Bottom Line” with Anne Steele, SBDC, and Debi Kuehn, Kuehn Financial Services
- 1-1:45 p.m. (Auditorium) “Secrets of Success: One Woman’s Tale,” an interview with Terry Williams, USWCC, and Kim Babjak, KimCo

- 1-1:45 p.m. (Large meeting room) “Networking Groups: Finding the Right Fit for You” with representatives from the following organizations – American Business Women’s Association, Entrepreneurial Mothers Association, eWomen Network, Impact for Enterprising Women, National Association of Women Business Owners, Northwest Women’s Network, West Valley Women and Women of Scottsdale, and Women I Should Know (W.I.S.K.)
- 2-2:45 p.m. (Auditorium) “Marketing and PR” with Anne Steele, SBDC
- 2-2:45 p.m. (Large meeting room) “Utilizing Chambers and Other Organizations” with Don Rinehart, Glendale Chamber of Commerce

Women’s Entrepreneurship Day is the final event in an almost yearlong project, Women Business Builders Online: Resources, Information and Connections Just a Click Away! The project was funded, in part, with monies granted by the Arizona State Library, Archives and Public Records Agency, under the Library Services and Technology Act, which is administered by the Institute of Museum and Library Services.

Women Business Builders is a library-sponsored free educational networking group open to women in business or those thinking of starting one. The group, established in 1995, meets monthly at 2 p.m. on the second Saturday at the Glendale Main Library.

Registration is not necessary, and everyone is welcome. For more information, call Kathy Hamel at 623-930-3572 or e-mail khamel@glendaleaz.com. For more details, check out www.womenbusinessbuilders.org.

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